



KSHB-TV

ORDER

Flight Dates **10/03/12-10/09/12**

Contract / Revision **313552 /**

Original Date / Revision
10/01/12 10/01/12

Advertiser **American Future Fund**

Agency **Media Ad Ventures**

Buying Contact

**8136 Old Keene Mill Road
Suite A300
Springfield, VA 22152**

Primary Account Executive
Tara Washburn

Account Executive	Order%	Start Date	End Date
Tara Washburn	100%		

Product

139-Political

Agency Com 15%

Billing Contact

**8136 Old Keene Mill Road
Suite A300
Springfield, VA 22152**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:30:00

Estimate # **493-KC & STL TV 10.3-10.9**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-2

Advertiser Ref

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KCPT	%	
KCTV	%	
KCWE	%	
KMBC	%	
KMCI	%	
KPXE	%	
KSMO	%	
UNKWN	100%	
WDAF	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	52	\$27,667.50	\$32,550.00	0.00	10/01/12	10/09/12	52	\$27,667.50	\$32,550.00
Totals	52	\$27,667.50	\$32,550.00	0.00					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KSHB	10/03/12	10/09/12	NBC Action News at 6a NBC Action News at 6a	CM	6-7a	11111--	:30	5	\$500.00	P-2	0.00 NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/03/12	10/09/12	11111--			5		\$500.00		0.00			
N 2	KSHB	10/03/12	10/09/12	Today Show Today Show	CM	7-9a	11111--	:30	5	\$600.00	P-2	0.00 NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/03/12	10/09/12	11111--			5		\$600.00		0.00			
N 3	KSHB	10/03/12	10/07/12	Sa Today Show Sa Today Show	CM	6-8a	-----S-	:30	1	\$200.00	P-2	0.00 NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-			1		\$200.00		0.00			



KSHB-TV

Print Date: 10/02/12

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Contract / Revision **313552** Flight Dates **10/03/12-10/09/12**

Hiatus Dates

Original Date / Revision 10/01/12/ 10/01/12

Order Sep 00:30:00

Advertiser **American Future Fund** Product **139-Political**

Estimate # **493-KC & STL TV 10.3-10.9**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 4	KSHB	10/03/12	10/07/12	Sa Today Show Sa Today Show	CM	6-8a	-----S-	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					1	\$300.00		0.00			
N 5	KSHB	10/03/12	10/09/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	11111--	:30	5	\$225.00	P-1	0.00	NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/03/12	10/09/12	11111--					5	\$225.00		0.00			
N 6	KSHB	10/03/12	10/09/12	M-F 1-2p M-F 1-2p	CM	1-2p	11111--	:30	5	\$150.00	P-1	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/03/12	10/09/12	11111--					5	\$150.00		0.00			
N 7	KSHB	10/03/12	10/09/12	M-F 430-5p Action News @ 430PM	CM	430-5p	11111--	:30	5	\$425.00	P-2	0.00	NM	5	\$2,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/03/12	10/09/12	11111--					5	\$425.00		0.00			
N 8	KSHB	10/03/12	10/09/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	11111--	:30	5	\$600.00	P-1	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/03/12	10/09/12	11111--					5	\$600.00		0.00			
N 9	KSHB	10/03/12	10/09/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	11111--	:30	5	\$1,000.00	P-1	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/03/12	10/09/12	11111--					5	\$1,000.00		0.00			
N 10	KSHB	10/03/12	10/09/12	M-F Late News M-F Late News	CM	10-1035p	11111--	:30	5	\$1,300.00	P-1	0.00	NM	5	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/03/12	10/09/12	11111--					5	\$1,300.00		0.00			
N 11	KSHB	10/03/12	10/07/12	Sa Late News Late News Sa	CM	10-1030p	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					1	\$1,000.00		0.00			
N 12	KSHB	10/03/12	10/07/12	Su Late News Late News Su	CM	Late News Su	-----S	:30	1	\$1,300.00	P-1	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$1,300.00		0.00			
N 13	KSHB	10/03/12	10/09/12	M-F 1035-1135p Tonight Show	CM	1035-1135p	11111--	:30	5	\$400.00	P-1	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/03/12	10/09/12	11111--					5	\$400.00		0.00			
N 14	KSHB	10/09/12	10/09/12	Tuesday Prime C Tuesday Prime C	CM	9-10p	-T-----	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-----					1	\$1,800.00		0.00			
N 15	KSHB	10/03/12	10/07/12	NFL PreGame FNIA Football Night in America	CM	6p-715p	-----S	:30	1	\$1,600.00	P-2	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$1,600.00		0.00			
N 16	KSHB	10/03/12	10/07/12	Su Today Show Su Today Show	CM	7-8a	-----S	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Advertiser **American Future Fund** Product **139-Political**

Estimate # **493-KC & STL TV 10.3-10.9**

														<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N 16	KSHB	10/03/12	10/07/12	Su Today Show	CM	7-8a	-----S	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00	
				Su Today Show												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----S				1		\$350.00		0.00				
														Totals	52	\$32,550.00